



Carlsbad Business Journal

A W A R D W I N N I N G P U B L I C A T I O N

VOL 40 NO. 8 | CARLSBAD.ORG



SEPTEMBER 2023

CARLSBAD'S 2023 *Ultimate Gift Guide*

Are you shopping for a friend or family member this holiday season who is also an entrepreneur or small business owner? Or an employee or client? Some of the best holiday gifts can surely be found right in the heart of Carlsbad.

Impress your top clients. Thank your employees with personalization. Make gifting choices that give back to the people around us and the planet we live on. Show appreciation with office gifts that are easy to give and fun to get. From branded gifts they'll want to keep, to something edible, and personal development, check out 20 local business-friendly gifts to give this season for everyone on the list.

Carlsbad Cookie Company: Shop small and support Carlsbad with a gift box from this local company that was awarded 2023 Best of North County!

Bleu Oak Charcuterie: Whether it's a party, picnic, or gifting to a coworker or friend, custom charcuterie boards are exquisitely designed by Bleu Oak Charcuterie for pickup or delivery.

Robert's Healing and Massage: For the overworked, with chronic pain, book a unique functional massage using Trigger Point Therapy, Myofascial Release, and Ortho-Bionomy.

Believe In Signs: Design custom pens, business cards, apparel, and more with a creative local print house.

Flowers Forever: Nothing says appreciation like a gorgeous arrangement of flowers.

Charter Oak Preserving Company: Send a holiday gift basket full of jelly, dips, chutney, butters, preserves, spread, and curds, using only the freshest and purest ingredients without added preservatives or additives.

Diversified Fulfillment Solutions: Elevate your gifting with out of the ordinary packaging and thoughtful messaging with crafted kits.

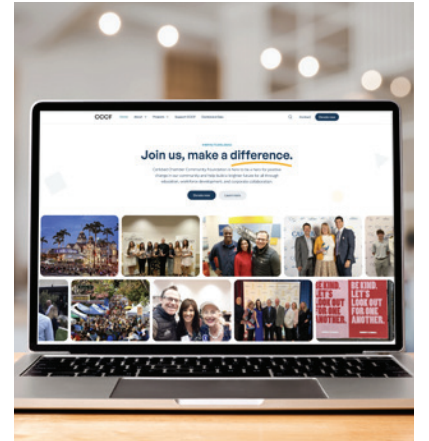
Chris Ryan Video: Give the gift of branding. Video is a great way to promote a business, product, or service.

Hera Hub Carlsbad: Inspire that special someone with a month of co-working space at a great local community full of entrepreneurs, reliable Wifi, and events.

JESS LEVY
MARKETING & COMMUNICATIONS MANAGER
CARLSBAD CHAMBER OF COMMERCE

BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

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Chamber launches ImpactCarlsbad.com

One of the better kept secrets in the Carlsbad community is the Carlsbad Chamber of Commerce's 501c3 nonprofit charitable foundation. It was originally launched in 1993 as the Carlsbad Companies on Campus Foundation. A bit of an odd name if you ask me (clearly, nobody did ask me back in 1993). However, even with its odd name, the founding purpose was clear and simple. The Foundation was created to support public schools serving the City of Carlsbad.

2023 marks the 30th year of existence for the Foundation and it has definitely changed over the past three decades. The name has changed twice, including most recently in 2021. The purpose has expanded and grown. But just like 30 years ago, the goal is to positively impact our Carlsbad community.

› IMPACT CARLSBAD, page 6

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BUSINESS SPOTLIGHT

Unleash your success with "Crystal Clear Mindset"

Reprogram your success blueprint

Have you ever felt like there's an untapped well of potential within you waiting to burst forth? As business leaders and entrepreneurs, we often find ourselves searching for that secret ingredient, that missing piece that can propel us to greater heights of success. Well, the good news is, that missing piece might just be within your mind – the epicenter of your thoughts, emotions, and actions. And the even better news is, **Crystal Lynn Privett**, a renowned energy psychologist, mental health specialist, and elite personal transformation coach, has unveiled this hidden treasure through her new book, "CRYSTAL CLEAR MINDSET."

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› MINDSET, page 3

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CHAMBER PURPOSE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion.

CHAMBER MISSION

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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Published 10 months out of the year by the Carlsbad Chamber of Commerce. Subscription price is deducted from dues of Chamber members.

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Once in a century event next month!

Consider this your personal invitation for a once in a century event! The Carlsbad Chamber **Centennial Gala** will be held on the evening of **Friday October 13th**.



FROM THE CHAIR

ADAM JACOBS
CHAIR OF THE BOARD
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All year long our Carlsbad Chamber of Commerce has been celebrating its 100th year as an organization and it all culminates with this affair. Given the founding year of our organization, 1923, the theme will be Roaring Twenties! All proceeds from this event

will go directly to our 501c3 **Carlsbad Chamber Charitable Foundation!** As you know, the Carlsbad Chamber is known for putting on fun, engaging, and lively events; and this one is sure to follow suit. We have lined up some tremendous auction items including hard to come by experiences. As well as many other opportunities to help support the tremendous causes that the Carlsbad Chamber Community Foundation sustains. We will also be honoring several pillars of our Carlsbad community who over our rich history have provided business leadership, philanthropic guidance, public service, and overall commitment to our community.

For those that may be unfamiliar with the impact that the Carlsbad Chamber has had on our Carlsbad community, here are a few brief highlights:

Founded in 1923, the Carlsbad Chamber of Commerce served as the de facto government for the Carlsbad community as the liaison to the San Diego County. It held this role for almost 30 years until in 1952 Oceanside attempted to annex part of the



The Carlsbad Chamber Centennial Gala will be held on the evening of Friday October 13th. You can purchase tickets at web.carlsbad.org/events

coastline where the Encino Power Plant was to be built. Upon the failed annexation, the Carlsbad Chamber led the charge to help the City of Carlsbad officially incorporate. At the time, the city of Carlsbad was 7.5 square miles and had less than 7,000 residents. Today Carlsbad encompasses nearly 40 square miles and is home to almost 115,000 residents. Later in the 1950's the Carlsbad Chamber, in concert with Oceanside and Vista created the Tri-City Hospital District to ensure that healthcare could be provided to this growing area and population. In the 1970's the Carlsbad Street Faire was founded and today is still the largest single day street fair in the country. The Carlsbad Chamber is proud to continue to hold this event that brings 100,000 people to our city two times per year. In the 1990's the Carlsbad Chamber organized a delegation of city, civic, and business leaders to travel to Denmark to encourage **LEGO** to open their first North

American theme park here in Carlsbad, and we have all benefitted from the fruits of that labor. Also in the 1990's, the Carlsbad Chamber created what is now known as the Carlsbad Chamber Charitable Foundation to better serve our community with programs that encourage workforce development, educational excellence, disaster preparedness, and corporate kindness. In 2014, the Carlsbad Chamber led the charge to bring the famous Carlsbad sign back above Carlsbad Boulevard. To this day that is one of the most photographed features in our city. These are just a few of the tremendous highlights of the impact that the Carlsbad Chamber has had on our city and region. We continue to strive to be the economic catalyst, leadership convener, and community champion that you have come to expect. This is why we are celebrating our 100 years and we thank the community of Carlsbad for its support and partnership! See you on October 13th!

» MINDSET

Continued from Page 1

New York Times Square bore testament to the life-changing impact of "CRYSTAL CLEAR MINDSET." The dazzling display of this powerful book, designed to unleash your inner potential, lit up the heart of the city that never sleeps. The message is clear: transformation is not only possible but within your grasp, thanks to the principles detailed within these pages.

UNLEASH YOUR TRUE POTENTIAL THROUGH SUBCONSCIOUS REPROGRAMMING

So, what's the secret sauce that has the power to elevate your success game? It all revolves around the concept of subconscious reprogramming. Crystal's work is rooted in the understanding that our subconscious mind governs a whopping 95% of our thoughts and actions. Think of it as the autopilot system that guides us through life. However, if the autopilot is set to negativity, self-doubt, or fear, the journey to success becomes an uphill struggle.

"CRYSTAL CLEAR MINDSET" flips the script on this. It offers the tools and techniques to rewire your subconscious mind for success. Imagine changing your mental autopilot from "can't" to "can," from "fear" to "courage," and from "failure" to "triumph." With the guidance of the science proven Summit Transformation™ process, you're embarking on a journey that'll not only change your mindset but your life's trajectory.

YOUR SUCCESS, CRYSTAL-CLEAR AND ACHIEVABLE

Crystal's book isn't just a collection of theories; it's a practical roadmap. Each chapter unpacks the essence of different aspects of life, from passion to health, from career to



spirituality. At the end of every chapter lies a transformative tool – a step-by-step guide to reprogramming your subconscious. Alternatively, Crystal offers a free online course where she personally guides you through this metamorphosis of the mind. It's like having a personal coach on call, 24/7.

UNLOCK YOUR MINDSET POTENTIAL: THREE HELPFUL TIPS

While delving into "CRYSTAL CLEAR MINDSET" will undoubtedly be a life-changing experience, here are three mindset tips to kickstart your transformation right away:

1. ****Embrace Positive Self-Talk****: Your thoughts shape your reality. Instead of dwelling on limitations, fill your mind with affirming statements. "I can" and "I will" should be your new mantras.
2. ****Visualize Success Daily****: Spend a few minutes each day vividly imagining your success. This not only boosts your confidence but also trains your mind to attract positive outcomes.

3. ****Practice Gratitude****: Gratitude shifts your focus from what's lacking to what you have. Regularly jot down three things you're thankful for. It's a simple exercise that triggers a powerful positive shift.

YOUR CATALYST FOR POSITIVE CHANGE

In a world where challenges can sometimes seem insurmountable, hope often emerges as a beacon of light. And here's the exciting news: that beacon's name is Crystal. With her years of expertise and heartfelt passion for transformation, she's dedicated her life to helping you reshape your mindset and conquer your goals.

So, are you ready to rewrite your success story? It's time to take that first step toward your brighter future. Remember, your mind is your most powerful asset, and Crystal is your guide to unlocking its limitless potential. Your journey to a crystal-clear mindset starts now.

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Internship programs are a gateway for talent attraction, for your company and for Carlsbad

Here in Carlsbad, business owners are continually seeking opportunities to innovate, grow, and stay ahead of the competition. One often-overlooked avenue to propel growth and innovation lies in developing in-

ternship programs, an investment that can yield significant returns for both companies and the community.

Internship programs are far more than just a way to bring in temporary help; they're a conduit for fresh ideas, emerging talent, and innova-

tive thinking. By welcoming interns into the fold, businesses can infuse their operations with creativity, enthusiasm, and a touch of the unexpected. These young minds, often untethered by conventional thinking, can provide unique perspectives that seasoned professionals might overlook.

What makes Carlsbad businesses particularly suited for developing new internship programs are the esteemed educational institutions within reach. **CSU San Marcos**, **UC San Diego** and **MiraCosta College** are not just places of learning; they are hubs of potential, home to motivated students eager to take their academic experiences into the real world. With diverse fields of study ranging from technology to marketing, these institutions offer a rich source of talent that can align perfectly with a business's needs.

CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD



The success of an internship program doesn't solely depend on selecting the right candidates. Creating a supportive environment is key to a meaningful experience.

Investing in an internship program is a two-fold benefit. On the one hand, it allows businesses to build their brand, explore new ideas, and nurture potential future employees. On the other hand, it contributes to the broader economic growth of the Carlsbad community. The satisfaction of guiding a bright intern from a novice to a dedicated team member is not only personally rewarding but is also a tangible contribution to the local talent pool.

Starting an internship program is more straightforward than one might think. The first step is to identify the areas within the

company where interns can contribute most effectively. Then, engaging with educational partners such as CSU San Marcos, UC San Diego and MiraCosta College can streamline the process of finding the right person. These institutions have dedicated teams ready to assist businesses in connecting with students who match their specific needs and goals.

Of course, the success of an internship program doesn't solely depend on selecting the right candidates. Creating a supportive environment is key to a meaningful experience. Clear expectations, mentorship, op-

portunities for growth, and a culture that welcomes fresh perspectives can make the difference between a forgettable stint and a transformative professional journey.

In the context of Carlsbad's focus on innovation and economic development, the adoption or expansion of internship programs aligns perfectly with the city's economic development strategic plan. The collaboration between businesses and educational institutions not only fosters individual growth but solidifies Carlsbad's position as a hub for business and innovation.

Internships are more than just professional opportunities; they're a gateway into the Carlsbad community itself. Internship experiences often plant the seeds for long-term connections and can lead to fulfilling careers. But not for an internship, some students might never discover what Carlsbad has to offer. This connection goes beyond the walls of the office, they allow interns to immerse themselves in our community's unique lifestyle and culture. In this way, internship programs are not just a means of developing professional skills; they're an essential tool in for talent attraction.

So, for the business owners who have never explored the world of internships, now is the time to consider this game-changing move. And for those who have already, consider the opportunities to expand or refine your program. Explore an internship program today and take a vital step toward a brighter future for your company and for Carlsbad.




CARLSBAD CHAMBER OF COMMERCE



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Here comes Taste of Carlsbad Village

For five years, the **Carlsbad Village Association** has hosted the culinary and beverage event of the year in downtown Carlsbad! With 37 eateries, 16 Sip Stop locations, eight live musical acts, and the most festive atmosphere we've ever created, this year's event is one you do not want to miss. Taste of Carlsbad Village takes place on Thursday, October 12th from 5pm to 8pm.

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

From the essential culinary must-haves to the hottest new eateries, Taste of Carlsbad Village presents the best restaurants, chefs, wineries, craft brew, and specialty drinks the Carlsbad food scene has to offer. Carlsbad Village Association limits the number of tickets sold to 1,000 to ensure a quality experience for all involved.

This is our very favorite event of the year. It truly brings community together in an exciting and unique way. Ticket holders get to experience the incredible culinary scene in downtown Carlsbad while finding new retail businesses along the way. It is a joyous night in the Village that directly supports the small businesses downtown.

WHAT TO EXPECT

This self-guided tour of Carlsbad's amazing downtown, complete with local musicians playing along the route for awesome ambiance, is fun for everyone! Whether you are dining solo, are a couple out for a night



Visit www.carlsbad-village.com for ticket purchase details. This event sells out quickly every year! Photo courtesy of Carlsbad Village Association.

of fun, on a group date night or a girls' night out, or even a family adventure, Taste of Carlsbad Village is the place to be.

With a passport as a guide and a reusable, monogrammed stainless steel spork (and sip cup if a Food + Sip Stop ticket is

purchased) in hand, patrons navigate their way through downtown Carlsbad, meet the restaurant owners, managers, and chefs, and enjoy tasty bites at each participating location. For those with an upgraded Food + Sip Stop ticket, craft beer, wine, and cocktails

provided by local beverage companies and located in retail locations along the route, are also available. The retail locations host the Sip Stops allowing patrons to browse, shop, and discover new small businesses that are sure to become new favorites.

"We are committed to making this event more and more environmentally friendly each year," Davis said. "We introduced compostable products to Taste of Carlsbad Village early on and now also use stainless steel, reusable serveware. With the support of **Republic Services**, we are doing our part to properly dispose of trash, recyclable items, and organic waste and are educating the restaurants and public in the process."

THE TING INTERNET VIP EXPERIENCE

The VIP Experience has been reimagined for its 3rd year. Generously sponsored by **Ting Internet**, the VIP Experience includes a Food + Sip Stop ticket for the Taste of Carlsbad Village, but elevates the event for 100 lucky guests!

VIP ticket holders start their evening an hour earlier and enjoy a private champagne reception hosted by **Barrio Glassworks**. VIP guests will enjoy on-site reserved parking and savory **Carlsbad Cookie Co.** short-breads or **Chuo** chocolate truffles paired with champagne options presented by Fig & Feather Bar Co. The Ting VIP gift bag includes a custom blown glass cocktail glass from Barrio Glassworks and a sweet gift from Chuo Chocolatier!

Tickets, on sale Monday, September 4, start at \$45 and go up to \$100 for the VIP Experience. Visit www.carlsbad-village.com for ticket purchase details. This event sells out quickly every year!

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Christopher Nunley
Financial Advisor

(760) 804-3426
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CHAIRMAN'S CIRCLE


THANKS FOR YOUR CONTINUED SUPPORT





























› IMPACT CARLSBAD

Continued from Page 1

The Foundation is now called the **Carlsbad Chamber Community Foundation**. The mission of the Carlsbad Chamber Community Foundation is to create a talent pipeline for regional companies. We connect students and transitioning military veterans to job and career opportunities. The Foundation acts as regional conduit between the business, educational and extended communities.

Talent development and recruitment has been a large challenge for businesses for many years. Since the global pandemic hit, that challenge has been exasperated.

The number one economic concern nearly every business is facing right now is talent attraction and retention. Our Foundation seeks to propel the greater Carlsbad area into a talent rich environment that drives economic and community prosperity.

We have several Foundation programs we currently operate to aide in this effort:

RISING STAR OF THE MONTH

Our Rising Star program seeks to celebrate and champion Carlsbad high school seniors who have overcome obstacles or made significant impacts in our community. 50+ seniors are honored each year, and last year 10 were awarded \$1,500 scholarships to assist them as they move to the next stage of their career development.

STUDENT OPPORTUNITIES FOR CAREER AWARENESS AND LEARNING (SOCAL)

In 2020 the Carlsbad Chamber combined forces with the Oceanside and Vista Chambers, the **San Diego North Economic**

Develop Council and **Tri-City Medical Center** to create SOCAL. SOCAL is an on-line portal for students to explore local career opportunities that are based right here in San Diego North County. The portal is searchable by industry, company name or job title. Currently we have over 100 careers that are profiled. Each profile includes a 3-minute video interview with a professional in a particular job that is shot on location. The profile also includes the average annual compensation in San Diego County, what the job outlook is for the near future, and educational resources that can be utilized if necessary.

CORPORATE KINDNESS INITIATIVE

After the social unrest that gripped our country in 2020, we launched an initiative with our friends at **Kids for Peace** to bring kindness into corporate America. Currently we have nearly 100 Carlsbad-based companies that have committed to be kind to their people, good to the environment, and supportive of their community. And this movement has grown beyond Carlsbad. We now have 27 chambers across the Western US who are promoting this program.

We have several other initiatives we hope to launch in the near future, including a Jr. CEO program, a Boots to Business initiative with exiting military personnel and more.

To bring our foundation to life, this month we are launching **ImpactCarlsbad.com** – our Foundation's first-ever website. Here you can learn about our initiatives, meet our board members, research our history and more. And of course, please consider making a donation while you visit our website.

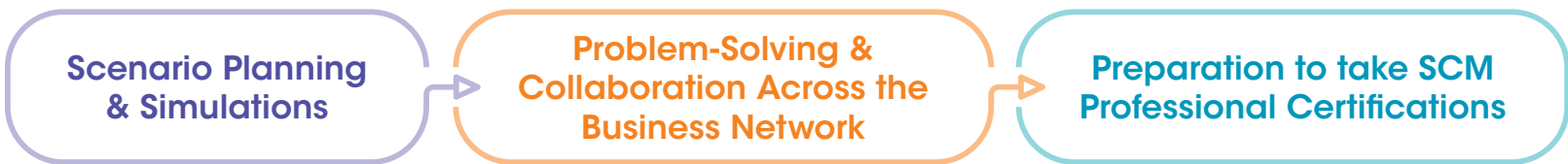
Please visit ImpactCarlsbad.com today and let's make Carlsbad great for generations to come. Stay cool Carlsbad!

GET READY TO MASTER TODAY'S

Global Supply Chains

Supply chains face a variety of challenges when it comes to management, processes, production, and more. Now more than ever, it's critical that employees receive supply chain management training that prepares them for the job and equips them with the skills needed to succeed.

MiraCosta College trains students to become supply chain professionals through:



miracosta.edu/supplychain

MiraCosta College partners with professional associations to identify relevant curriculum, offer mentorships, host guest speakers, give facility tours, etc.



MiraCosta's new CNC Operator Program for individuals on the spectrum

MiraCosta College's Technology Career Institute (TCI) is proud to announce the launch of a groundbreaking program, the Uniquely Able: CNC Operator Program, specifically designed to provide comprehensive career preparation and employment opportunities for individuals on the autism spectrum.

HIGHER LEARNING



DR. SUNITA "SUNNY" COOKE
SUPERINTENDENT/
PRESIDENT
MIRACOSTA
COLLEGE

This innovative initiative aims to unlock the immense potential of individuals with autism and empower them to succeed in meaningful, well-paying careers like Computer Numerical Control (CNC) machine operators.

Individuals on the spectrum possess high potential and abilities and often face barriers in finding suitable employment opportunities that cater to their unique strengths. The Uniquely Able: CNC Operator Program offered by TCI bridges this gap, offering a transformative educational experience that equips participants with relevant skills while fulfilling a significant need within the job market.

TCI is hosting two upcoming information sessions to allow interested candidates and their families to learn more about the program. The first session will be held on Monday, July 17, at 10 a.m. via Zoom, allowing participants to join remotely. The second session will occur in person on Monday, July 31, at 6 p.m., at the TCI campus at 2075 Las Palmas Drive in Carlsbad. This session will allow attendees to engage directly with program representatives, touring the machine shop and TCI's welcoming environment.

The Uniquely Able: CNC Operator Program is a highly effective accelerated program designed to help participants quickly find employment. Running from September 5 to December 14, Monday to Friday, the comprehensive curriculum offers



MiraCosta College launches the Uniquely Able: CNC Operator Program, specifically designed to provide comprehensive career preparation and employment opportunities for individuals on the autism spectrum.

classes from 8 a.m. to 2 p.m. This program focuses on providing extensive training and hands-on experience in CNC operations. Participants will develop essential skills such as organization, reading, basic math, and computer comprehension while preparing for full-time employment in the manufacturing industry.

To be eligible for the program, applicants must be 18 or older and possess a high school diploma or GED. Individuals must have low support needs, ensuring

a suitable learning environment for participants. Additionally, candidates should demonstrate competence in working with machinery, be comfortable working in an industrial environment, and exhibit a positive attitude, contributing to their success in the program.

"We are thrilled to launch the Uniquely Able: CNC Operator Program at MiraCosta College's Technology Career Institute, as we firmly believe in empowering individuals on the autism spectrum to achieve their full po-

tential," said Linda Kurokawa, TCI Executive Director. "By providing a comprehensive education and job placement in a meaningful career, we aim to fill a major need for employers while easing parents' concerns and fostering a sense of dignity and purpose for program participants."

For more information or to register for the informational sessions, contact Carisa Chavez, Program Supervisor, at 760.757.2121, extension 6528, or via email at cchavez@miracosta.edu.

Meet Anne Staffieri, SDUHSD's new Superintendent

I officially began my position as the Superintendent of Schools in the San Dieguito Union High School District on July 18, and it is a profound honor to be given this wonderful opportunity. The San Dieguito school community is well-regarded statewide for its amazing teachers, dedicated and talented administrators, exceptional support services, and of course, students who are full of promise and ability.

SCHOOL NEWS



ANNE STAFFIERI, ED.D
SUPERINTENDENT
SAN DIEGUITO
UNION HIGH SCHOOL
DISTRICT

This District has many remarkable accomplishments for which it can be proud, and as the Superintendent, it is my job to help ensure that we continue those achievements while also growing in service to our students. I look forward to building on the strong partnerships between school and home that are already in place to help nurture the conditions that ensure each and every student in our care flourishes.

I have been working closely with our principals and district teams to familiarize myself with the school community as we welcome the start of a new school year. I am committed to supporting our continuous improvement efforts in service to students, furthering the outstanding conditions that we create in our classrooms and on our



Anne Staffieri officially became the Superintendent of Schools in the San Dieguito Union High School District on July 18.

campuses while deepening our partnerships with families and caregivers in support of student success.

We have a talented team that collectively and collaboratively creates this remarkable district. I have also enjoyed and will

continue to enjoy getting to know all of our students, and I look forward to a successful school year.



LA MAREA

SENIOR LIVING



NOW OPEN!

**LEASING OFFICE
OPEN FOR TOURS!**

ELEVATED LIFE. EXCEPTIONAL CARE.

Offering memory care and assisted living in Carlsbad, California, La Marea Senior Living provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Our community is designed to provide a lifestyle that enhances your life as you age, bringing you a new level of care.

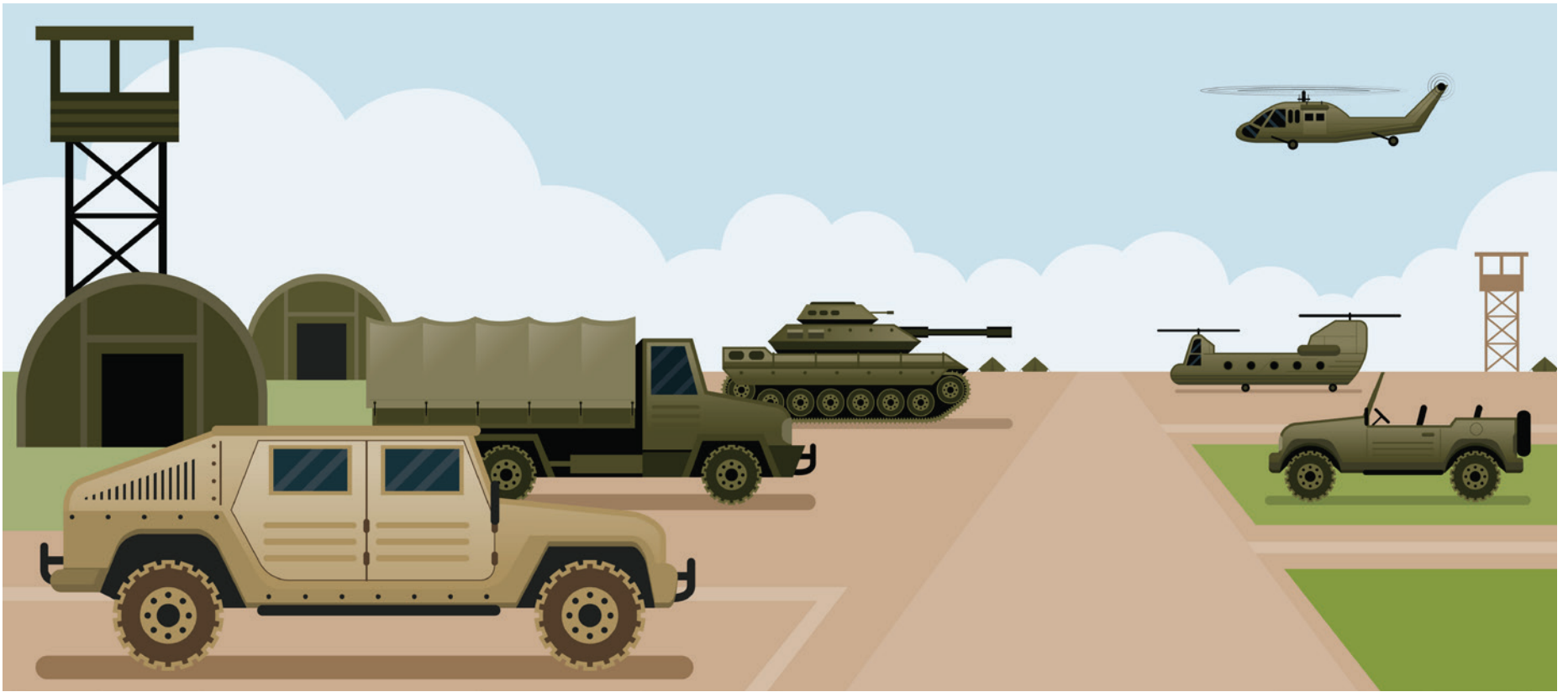
La Marea Senior Living embraces an innovative approach to the dining experience. Enjoy a warm and comfortable dining room with the attention of an experienced culinary team. Our Elevate[®] dining program is an enhanced culinary experience, integrating California Fresh culinary traditions with our residents' favorite home-style meals.

Our residents will take part in Vibrant Life[®], an innovative program allowing residents to create their own schedules. Thoughtfully designed to connect you with family, friends and the community, it challenges – even dares you to be adventurous.

At La Marea Senior Living, the health and safety of our residents will be our top priority. Our community is equipped with an on-site emergency generator so that our residents will never go without power. We will also feature touchless common areas, personal split HVAC systems for all apartments, the iWave system that destroys bacteria and viruses, and a PHI system, which utilizes a powerful UV light to kill viruses and bacteria as air is circulated throughout the system.

THERE ARE SO MANY AMAZING DETAILS ABOUT OUR COMMUNITY!

We'd love to tell you all about them. Give us a call today at (833) 526-2732 or visit lamareaseniorliving.com to learn more.



Join us for a Camp Pendleton Tour on October 3rd. We are getting a personalized tour by Colonel Daniel Whitley Deputy Commander MCI-West- MCB Camp Pendleton.

Take a tour of Camp Pendleton

MEMBERSHIP COUNTS



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

Coming up early next month is our first **Military Affairs Committee (MAC)** Tour of Camp Pendleton! First, how did this committee get started? Not long before the COVID lockdown, the Chamber restarted our Military Affairs Committee, with "Connecting Business to Base" as the headline. Run by the stellar Executive Director of **Veterans Association of North County (VANC)**, Lori Boody, MAC

created the mission "to establish and maintain a strong working relationship with the leadership of Marine Corps Base Camp Pendleton and the men and women of the Armed Services while focusing on meaningful partnerships with the active duty, retired military, and veteran community. And, to expand our outreach and the support provided by the local business community to the military and promote mutually beneficial opportunities that encourage patronizing of the local businesses by the military community." Pretty awesome! Finally, after regrouping the committee post-Covid and planning, the first tour is on! On October 3rd at 1230-1600 hours (12:30 – 4 PM) we are getting a person-

alized tour by Colonel Daniel Whitley, Deputy Commander MCI-West- MCB Camp Pendleton. The tour will be leaving the Carlsbad Chamber promptly at 12:30 PM. The first stop is a tour of Marine Light Attack Helicopter squadron 367 (HMLA). From there we will be driven to Las Pulgas with a tour of 11th Marines Artillery gun park (Cannons and Howitzers). Followed by our return to Carlsbad Chamber of Commerce. Tickets are available on web.carlsbad.org/events for \$50/person. There is cutoff for attendees so if you are interested and can make it, be sure to book your ticket today!



CARLSBAD CHAMBER OF COMMERCE | 100 Years | **CASA DE BANDINI LA COMIDA DE MEXICO**

CBAD HAPPY HOUR

NETWORKING & REFRESHMENTS

DATE	TIME	PLACE
Wednesday Sep 20, 2023	5 - 7 PM	Casa De Bandini 1901 Calle Barcelona Carlsbad, CA 92009

web.carlsbad.org/events



CARLSBAD CHAMBER OF COMMERCE | 100 Years

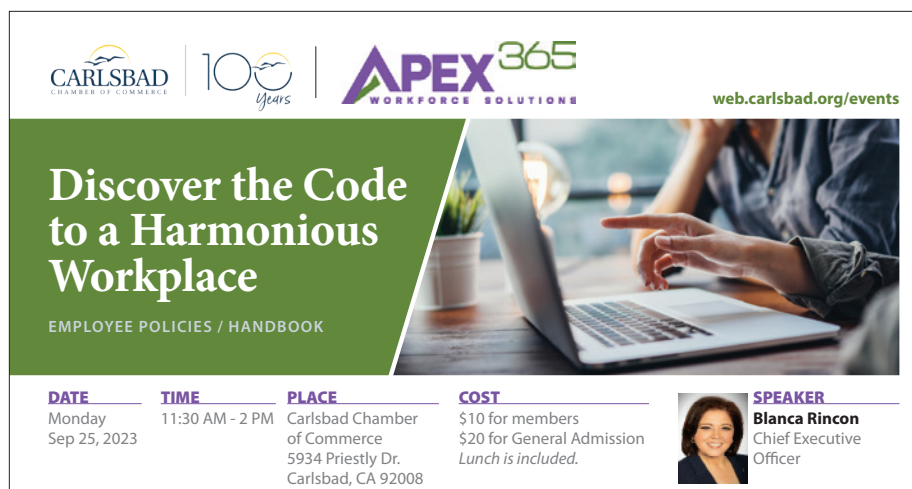
NETWORKING EVENT

COFFEE CONNECTION

Friday Sep 22, 2023 | 8 - 9 AM
Carlsbad Chamber of Commerce | 5934 Priestly Dr., Carlsbad, CA 92008



web.carlsbad.org/events



CARLSBAD CHAMBER OF COMMERCE | 100 Years | **APEX 365 WORKFORCE SOLUTIONS**

Discover the Code to a Harmonious Workplace

EMPLOYEE POLICIES / HANDBOOK

DATE	TIME	PLACE	COST
Monday Sep 25, 2023	11:30 AM - 2 PM	Carlsbad Chamber of Commerce 5934 Priestly Dr. Carlsbad, CA 92008	\$10 for members \$20 for General Admission Lunch is included.

SPEAKER
Blanca Rincon
Chief Executive Officer

web.carlsbad.org/events



CARLSBAD CHAMBER OF COMMERCE | 100 Years | **pure**

CYP PURE PROJECT

Brew Tasting

NETWORKING & REFRESHMENTS

Includes: 3 x 5 oz tasting pours + a 45 min guided tasting with our inhouse Advanced Cicerone.

DATE	TIME	PLACE	COST
Tuesday Sep 26, 2023	4:30 - 6:30 PM	Pure Project 2825 State St. Carlsbad, CA 92008	\$20/person. Includes the tax & gratuity.

web.carlsbad.org/events



CARLSBAD CHAMBER OF COMMERCE | 100 Years | **talent**

CBAD ROUNDTABLE EVENT WITH GIG TALENT

HR Speed Dating

HR EXPERTS ON DEMAND

DATE	TIME	PLACE	COST
Wednesday Sep 27, 2023	2 - 3:30 PM	Carlsbad Chamber of Commerce 5934 Priestly Dr. Carlsbad, CA 92008	\$10 for members \$20 for General Admission

web.carlsbad.org/events



CARLSBAD CHAMBER OF COMMERCE | 100 Years | **FIRST FRIDAY BREAKFAST** | **MORNINGHERO**

THE WINNING FORMULA

10X YOUR PRODUCTIVITY

in Business and in Life

JARVIS LEVERSON
Chief Accountability Officer
The Morning Hero

Friday Oct. 6, 2023 | 7 - 9 AM
The Westin Carlsbad Resort & Spa
5480 Grand Pacific Drive, Carlsbad, CA 92008

web.carlsbad.org/events

W E L C O M E N E W M E M B E R S

ADVERTISING & MARKETING AGENCIES

Carlsbad Neighbors

Jill Kovacs
 Carlsbad, CA 92010
 (760) 521-6061
As the creator and publisher of Carlsbad Neighbors Magazine, I specialize in helping local businesses gain high visibility and positive recognition in their community. By sponsoring our local magazine, your company will gain a competitive edge and give readers a positive perception of your brand.

ATTORNEYS

Law Office of Jane Allison Austin

Jane Allison Austin
 PO Box 383
 Carlsbad, CA 92018
 (858) 847-8208
Elder Law and Estate Planning Attorney with a heart for families living through Alzheimer's.

EDUCATION - LEARNING PROGRAMS & TUTORING

Adventures in Sewing

Mo Davis-White
 4004 Atascadero Dr
 San Diego, CA 92107
 (619) 966-8058
I offer after-school enrichment classes as well as camps during the summer and holiday breaks to teach kids to sew in a fun and exciting way.

ELDER CARE

Compass Care Services

Jessica Strick
 Oceanside, CA 92056
 (760) 613-6721
californiacompass.com
Small business specializing in private case management for senior citizens and custom-



ized placement and referrals for senior living communities.

FULFILLMENT SERVICE

Diversified Fulfillment Solutions

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 133 Newport Dr., Ste. F
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dfstouch.com
We are a fulfillment service company. Our services include daily fulfillment, warehousing, events projects, specializing in boutique kitting for corporate gifting and individuals. We cater to startup businesses to mature brands.

MANUFACTURERS & DISTRIBUTORS

DefenAge
 Jose Quiroz
 5850 El Camino Real, Ste. 106
 Carlsbad, CA 92008

(888) 368-5372
defenage.com
WOMEN-PROVEN. NATURALLY PRISTINE SKIN-CARE. DefenAge is an American company founded in 2014 by a team of regenerative medicine experts whose anti-aging discovery became the heart and soul of our formulas.

REAL ESTATE

Apartment Worth

Devin Muna
 Carlsbad, CA 92008
 (650) 281-7063
apartmentworth.com
Apartment Worth is a multi-family investment and development company. Our current pipeline comprises \$150M across both disciplines. The team is dedicated to procuring quality investments which produce value-add opportunistic returns for our principals and partners.

Coldwell Banker Realty

Arlene Hourdajian
 1472 Encinitas Blvd.
 Encinitas, CA 92024
 (619) 818-6527
arlenesrealstate.com
With almost three decades of real estate experience Arlene is flanked by expertise in both mortgage finance and negotiations for both residential and investment properties.

RETAILERS

Wild Birds Unlimited

Silvia Slemmer
 2624 El Camino Real, Ste. F
 Carlsbad, CA 92008
 (760) 720-1906
wbu.com/Carlsbad
We are a retail store that sells bird food and feeders for your garden as well as garden accents and unique gifts. We do not sell birds.



JOIN TODAY!

BECOME A MEMBER

Join today to be listed in our 2024 Business Resource Guide

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion. We promote business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.



Let's Connect!

KATHLEEN@CARLSBAD.ORG

CARLSBAD.ORG

RIBBON CUTTING




Congratulations to Sunrise La Costa Senior Living on a beautiful renovation and Ribbon Cutting last month. Go and check out the vibrant community www.sunrise-seniorliving.com

MEMBER RENEWALS

- ARK Architects, Inc.
- CLA (CliftonLarsonAllen LLP)
- Coombs-Hopkins Company
- Diamond Valley Insurance Services, Inc.
- Embroidery Image
- Eufora International
- EVA Green Power, Inc.
- Four Seasons Residence Club Aviara
- Gems of La Costa
- Ideal Building Maintenance
- La Costa Wine Co
- Lanikai Lane Mobile Home Park
- Lifeline Community Services
- McClellan-Palomar Airport
- Mission Electric Supply, Inc.
- Modern Postcard
- MyPoint Credit Union
- Myron L[®] Company
- Pacific Western Bank
- PEEKWEALTH
- Retirement Solutions, Inc.
- San Diego County Credit Union
- Sharrar Builds Community at COMPASS
- St. Patrick Catholic Community
- Sunset Bay Candy Company
- The Olson Group
- Wedgewood Weddings
- YMCA (Magdalena Ecke Family)
- Your Ops Manager

MEMBER MARKETPLACE



YOUR AD HERE

CONTACT **DARRYL REITMEYER** AT 760.931.8400
OR DARRYL@CARLSBAD.ORG




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bottomlinemanagement.org

Saving the Carlsbad Theater

The year was 1927. World War I had ended nearly ten years earlier and the United States was only two years away from the 1929 Great Depression.

Imagine you're sitting in the Carlsbad Theater on February 8, 1927. The grand

opening of the venue celebrates with a screening of "It", starring Clara Bow. This silent classic would propel Ms. Bow to stardom and also popularize the term "It Girl" with "It" defined in the opening as the "quality possessed by some which

draws all others with its magnetic force." The Carlsbad Theater, which cost \$40,000 at the time, featured a full stage, a fly gallery, an orchestra pit, a pipe organ and a flyable movie screen.

Fast forward almost one hundred years past multiple owners and various uses of the venue and the Carlsbad Theater sits empty. Until now...

Thanks to a strong grassroots effort of the Carlsbad residents, the downtown Carlsbad business community and the **Carlsbad Village Association**, as well as interested individuals, the Carlsbad Theater could entertain and enhance audiences yet again. While the property has been advertised as a potential spot for "a restaurant and/or retail space", this determined Save The Carlsbad Theater team (SCT), along with the Board of Directors and management at New Village Arts, has rallied the citizens of Carlsbad to

opening of the venue celebrates with a screening of "It", starring Clara Bow. This silent classic would propel Ms. Bow to stardom and also popularize the term "It Girl" with "It" defined in the opening as the "quality possessed by some which



KEN KEBOW
PRODUCER/
DIRECTOR
CITY OF CARLSBAD



Carlsbad Theater back in the 1900's.

"keep the theater a theater".

With plans to screen classic films, often with guest speakers associated with the evening's movie, feature live music of local and nationally renowned bands, present lectures with various topics and speakers, and host community events, the downtown Carlsbad Theater has an extremely bright future.

Local performance groups from the city, be it youth theater, local dance groups or other interested parties, will also be able to call the Carlsbad Theater "home" as their performances and events can be presented at

the spacious downtown venue.

Partnering with **New Village Arts**, Carlsbad will have an exciting arts district in the middle of downtown Carlsbad...the perfect spot.

With the Theater offering diverse events and performances, downtown Carlsbad will attract new faces and new groups to not only enjoy the Theater, but also experience the fantastic array of restaurants, bars, coffee spots and retail shops the Village offers.

On August 18th, the SCT team screened



Carlsbad Theater now.

the film classic "Back to the Future". With an opening reception at New Village Arts' newly remodeled space and a Q&A with the film's cinematographer and Hollywood legend Dean Cundey, ASC, the evening was a smashing success. Rumor has it a DeLoorean car made an appearance as did Charlie Chapin! A great time was had by all and the SCT team was excited to show the Carlsbad community the entertainment and excitement the Theater will offer.

In 2027, the Carlsbad Theater turns 100. Perhaps a showing of the silent classic "It" with a live orchestra? Only time will tell but mark your calendars!

To find out more about Saving the Carlsbad Theater and how you can help, please visit www.savecarlsbadtheater.com.

RETIREMENT LIVING · NEW TO CARLSBAD

VIENNA AT SANTIANNA

Just steps away from the main building on Santianna's campus, Vienna offers a boutique approach to memory care for the Carlsbad community. We are an intimate, family owned property that values strong relationships and provides services of the highest caliber.

Our memory care program is customized to the cognitive abilities of our residents and provides a variety of amenities and spaces within the specialized community. We provide, beautiful, comfortable spaces where residents can find joy and comfort in staying active, partake in nutritious meals and experience connection with other residents, staff and nature.

Our full-time nurse and 24-hour staffing provide the peace of mind that comes from knowing residents are cared for like family.

Call (442) 325-8090 today to schedule a tour!



RCFE# 374604533



ROARING TWENTIES

CENTENNIAL

Gala

FRIDAY, OCT. 13, 2023 @ 5:30 PM

THE WESTIN CARLSBAD RESORT & SPA

INDIVIDUAL TICKETS: \$275

TABLE OF 10: \$2,500

TO PURCHASE YOUR TICKETS VISIT
WEB.CARLSBAD.ORG/EVENTS

PRESENTED BY



All proceeds will benefit the Carlsbad Chamber of Commerce's 501c3 Carlsbad Chamber Community Foundation! This foundation provides our college scholarship programs (Rising Star), Workforce development (SOCAL), and many other important causes for our community!

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On-site dining venues, theater, pools and fitness centers, and a calendar with 200+ monthly activities and 50+ social clubs.

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At a Life Plan Community, residents have priority access to the adjacent health center for long-term care, if ever needed.

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Call **1-760-840-2901** to schedule a complimentary lunch with a personalized tour to experience the La Costa Glen difference.



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Offerings depicted are subject to change.

LaCostaGlen.com



Stay healthy and surf for life

From one surfer to another: the doctors at Tri-City Medical Center are here to help.

“Even though I sliced my foot on the fin of the board and had to have stitches on my first time out surfing, I’ve been hooked ever since,” reminisces



TO YOUR HEALTH

MARK YAMANAKA, MD
BOARD-CERTIFIED
PULMONOLOGIST
AND CRITICAL
CARE MEDICINE
SPECIALIST
TRI-CITY MEDICAL
CENTER

Mark Yamanaka, MD, a board-certified pulmonologist and critical care medicine specialist, who is the medical director of the Intensive Care Unit at **Tri-City Medical Center** (TCMC). “A high school friend wanted to learn how to surf and asked me to go with him because he was afraid of getting hurt – how

ironic is that!”

Dr. Yamanaka, as well as other doctors at Tri-City Medical Center, have treated surfers – both men and women – with a wide range of injuries and infections. “Some of the most common injuries are within the upper body. These are more often related to wear and tear on the ligaments and tendons, than broken bones or dislocations. Lacerations and scrapes are also common. These types of injuries usually occur when a person hits a surfboard, like I did, or rocks or reef.”

Although surfers may worry about shark attacks, they are rare. Painful stings are more frequent occurrences and can lead to infections, which should be treated quickly. Dr. Yamanaka recommends that anyone who spends time in the ocean should get Hepati-

“When I’m out in the ocean, I ignore everything behind me and face the horizon to look for the surf coming in. On a nice day, you have the sky, the surf and maybe a dolphin or two. The other surfers are mellow and out there for the same reason – to rejuvenate.”

tis A and B vaccinations. “Some of the waters are not clean and expose surfers to viruses, bacteria and parasites that may cause disease or stomach upset.”

Other ailments affect their eyes, ears, nose and skin. Surfer’s eye is a growth caused by long-term exposure to wind, UV light and bacteria in ocean water. Pink eye occurs when the membrane inside of the eyelid becomes inflamed and red. Surfer’s ear involves bone growth around the ear canal due to irritation and exposure to cold water. An ear infection can result if water is trapped behind the growth. Too much exposure to salt water and its parasites or the rubbing of a wetsuit against the skin may cause an irritating surf rash, which is why many surfers wear a rashguard under their wetsuit.

“Often these health issues can be prevented by using the right gear, knowing the limits of your experience and observing your surroundings,” added Dr. Yamanaka. “But sometimes, surfers can end up in the emergency room, especially those visiting or new to the sport, after experiencing a near drowning because they were unfamiliar with riptides and then panic. Any surfer

can have an event, such as a heart attack or stroke while in the water or be overcome by the extreme heat.”

“Many of the doctors at Tri-City can relate because they are surfers too. Whether you need an Pulmonary/Critical Care doctor like me, or an orthopedist, family practice, dermatologist or ENT, we’ve got you covered. We live by the coast too and know the unique health conditions that may occur from spending so much time in the ocean.”

Dr. Yamanaka continued, “We also know the importance of maintaining good physical and mental health and strive to impart that to our patients. Eating a healthy diet and exercising helps us to be physically strong. But I think most of us would agree that we surf because it is a way to relax.”

“When I’m out in the ocean, I ignore everything behind me and face the horizon to look for the surf coming in. On a nice day, you have the sky, the surf and maybe a dolphin or two. The other surfers are mellow and out there for the same reason – to rejuvenate.”

To learn more about its services, visit Tri-City Medical Center or call 855-222-8262.

Dr. Yamanaka, as well as other doctors at Tri-City Medical Center, have treated surfers – both men and women – with a wide range of injuries and infections.



Ensure your business tools and practices follow the latest best practices, and standardize operations to ensure your staff is on the same page in terms of fraud prevention.

Fraud prevention – what professional services firms and your clients need to know

Professional services firms can offer valuable support in mitigating their clients’ risk of financial fraud and aiding in the recovery process. Here’s what you need to know to serve as a resource for them along the way.

PRIORITIZING FRAUD PREVENTION

Regular monitoring and good defenses are essential. Remind clients to avoid clicking on links in emails, double-check URLs, utilize secure connections and verify information before making payments.

EDUCATE CLIENTS ABOUT AVAILABLE BANKING RESOURCES

Banks can aid in fraud protection by monitoring funds, offering fraud protection tools and setting limits. Tools like Positive Pay can help to detect fraudulent activity and prevent fraudulent transactions in the first place.

Good fraud prevention also requires good relationships to manage issues that arise. Ask about a bank’s fraud defense capabilities

before becoming a customer.

PROTECT YOUR BUSINESS, TOO

Ensure your business tools and practices follow the latest best practices, and standardize operations to ensure your staff is on the same page in terms of fraud prevention.

WHEN FRAUD STRIKES

If a client does experience fraud, it’s wise to have a plan to help them take care of it immediately. By creating a checklist now to guide you through it, you can make the process much smoother.

KEY TAKEAWAY

Vigilance can go far to protect yourself and your clients from losing what you’ve worked for. Our team at **Torrey Pines Bank**, a division of Western Alliance Bank, Member FDIC, can help you navigate fraud prevention and more. Contact our experienced bankers today to learn more.



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Solana[®]

Meet the family

Combining Quidel Corporation and Ortho Clinical Diagnostics allows us to deliver over 80 years of expertise, clarity, and insights across the full healthcare continuum. While devices in our portfolio might not look or act alike, they all share common family traits of reliability, speed and accuracy.

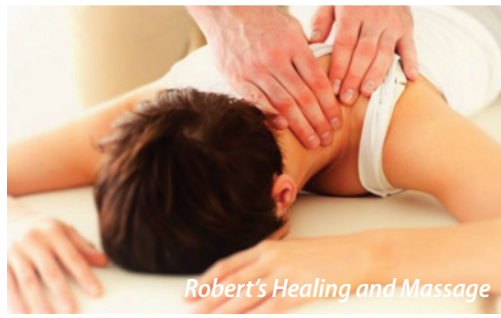
Welcome home. [QuidelOrtho.com](https://www.QuidelOrtho.com)



Miraval Life in Balance Spa Aviara



La Costa Wine Co.



Robert's Healing and Massage



Blea Oak Charcuterie



Hera Hub Carlsbad



Carlsbad Cookie Company



Ting Internet



Diversified Fulfillment Solutions



Flowers Forever

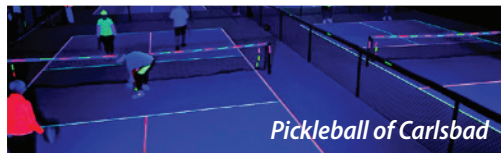


Chris Ryan Video



Mizu

BELIEVEINSIGNS
Products that promote your business.
Believe in Signs



Pickleball of Carlsbad



Charter Oak Preserving Company



Redmond Diamond Center



Robyn Koenig, Coach & Consultant



Melanie Robertson Photography



Napatini Bistro and Wine Bar



Dr. Bronner's

› GIFT GUIDE

Continued from Page 1

Melanie Robertson Photography: As the holiday season approaches take this time to capture your families portraits. "This is your opportunity to press the pause button and capture a memory with a custom family photoshoot," says Melanie Robertson.

Miraval Life in Balance Spa Aviara: Offer some rest, relaxation and transformation at Carlsbad's newest spa experience with custom wellness packages.

Pickleball of Carlsbad: Treat your employees to a unique night out of team bonding with a private rental of glow-in-the-dark pickleball.

Redmond Diamond Center: Find holiday specials and jewelry for under \$100 at a local shop.

Robyn Koenig, Coach & Consultant: Give the gift of a specialized business consultant and coach to help your favorite small business owner run their business like they mean business.

Dr. Bronner's: Curate a sustainably-minded gift basket of soaps and chocolate that are top-quality and provide all the everyday essentials. The little things matter.

Ting Internet: Gift fast Internet, 100% direct fiber Internet for homes and businesses.

La Costa Wine Co.: Curate a customized holiday gift box with personalized wines and fine cheeses.

Napatini Bistro and Wine Bar: Send gift cards for an interactive wine wall tasting lounge in the heart of Carlsbad Village, designed by two Napa Valley connoisseurs.

Mizu: Order custom branded drinkware with artisanal design. Mizu offers double walled, vacuum

sealed, stainless steel water bottles created and backed by professional athletes.

Local **Chamber of Commerce Membership:** Participating in your local Chamber as a business owner is a way you can be present within your community, know what's going on, and make connections with other successful business entrepreneurs and owners.



Join the conversation on matters facing older adults

The Aging Services Committee (ASC) is the newest focus committee at the Chamber. Each meeting allows time for truly meaningful open discussion about matters facing older adults. We have talked together to explore how we can combat loneliness in this demographic and how to provide resources for older adults in low-income brackets.

COMMITTEE CORNER



KIM SHEA
CO-CHAIR
PRESIDENT
COUNSELING
SERVICES, INC.
DBA GAME-CHANGING
COUNSELING
SERVICES

The committee draws professionals who work in the senior living industry or directly support it such as senior placement experts, long-term care communities, and home health care agencies. It also attracts businesses that provide services to older adults such as hospices, reverse mortgage companies, lenders, down-sizing experts, realtors, AARP, estate attorneys, Medicare experts, and more.

COMMITTEE CORNER



CATHY ELLIS
CO-CHAIR
CEO
SENIOR CARE
OPTIONS

The ASC meets on the fourth Wednesday of the month at 10:00 in-person at the Chamber. We have Zoom connection if you wish to join online. Each meeting features a speaker. Gita Nassiri of **Capital Legacy Law** recently spoke about setting up trusts to protect our assets for our heirs. In another meeting, Sue



The ASC is headed by Kim Shea of Game-Changing Counseling Services, Cathy Ellis of Senior Care Options, Vickie Braden of New Chapter Insurance, and Kathy Steffen of the Carlsbad Chamber of Commerce.

Farrow of **Integral Senior Living and Senior Housing Relief for Elders** shared her knowledge from running senior living communities across the country and operating a non-profit to help lower-income older adults enter long-term care housing.

Upcoming presentations include Vickie Braden of **New Chapter Insurance** explaining Medicare enrolment, and David Perfito of **White Rose Aqua Cremation** covering water cremation.

The ASC is headed by Kim Shea of **Game-Changing Counseling Services**, Cathy Ellis of **Senior Care Options**, Vickie Braden of **New Chapter Insurance**, and Kathy Steffen of the **Carlsbad Chamber of Commerce**. We would love to see you at a future meeting!

We're Growing!



The Premier Automotive Group is proud to be a part of Carlsbad and our surrounding communities and vow to continue to provide excellent service and convenient hours.

We're bringing the Premier Promise to San Diego, providing for our community through our charity: Giving Hope. Giving Hope provides groceries to the needy, hungry and food insecure. With over 27 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! Offering hundreds of new and preowned vehicles, we're sure we can help you get into the vehicle of your choice!



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Tri-City Medical Center



Caring for you and your family

Tri-City Medical Center has served our community for more than 60 years and is one of the largest employers in North San Diego County. As a full-service acute care hospital with more than 500 physicians practicing in more than 60 specialties, TCMC is vital to the well-being of our community and serves as a healthcare safety net for many of our neighbors.

Tri-City Medical Center's affiliated primary care practices in the community serve hundreds of thousands of patients in our coastal region. The hospital received a Gold Seal of Approval® from the Joint Commission showcasing a commitment to safe and effective patient care for the residents of the community.

For more information on primary care services in the Tri-City Healthcare District region please contact (760) 940-7499.

The Tri-City family of clinics includes

